



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 338235

Schedule Dates 10/23/12-10/29/12
Advertiser Pol/M Smith/D/OTH/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTH/PA (137373)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name /
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MATT SMITH 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , FRIENDS OF MATT SMITH

Date Entered 10/22/12
Last Modified 10/30/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06389061
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,913.75
Net Total \$33,511.25
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	45	\$29,750.00
Nov. 2012	10	\$9,675.00
Grand Total:	55	\$39,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	Spw	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:29A- Channel 11 News 530am			1		1	1	1		4	\$550.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 530-6A/1	10/22/12
2.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:29A- Channel 11 News 530am		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	NEWS 530A-6A/2	10/22/12
3.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:59A- Channel 11 News 6am		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/4	10/22/12
4.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	7A- 8A (EST)		1							1	\$625.00	\$625.00	Pittsburgh (WPXI)	TOOAY 7-8A/5	10/22/12
5.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	8A- 9A (EST)		1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	TOOAY 8-9A/8	10/22/12
6.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:59A- Channel 11 News At Noon		1							1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/10	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:59A- Channel 11 News 6am		1	1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/3	10/22/12
8.0	Normal Line / Spot (1)	10/23/12-10/26/12	4	:30	7A- 8A (EST)		1	1	1	1	1			4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TOOAY 7-8A/5	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	8A- 9A (EST)		1	1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	TOOAY 8-9A/7	10/22/12
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:59A- Channel 11 News At Noon		1	1	1	1	1			4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	NOON NEWS/9	10/22/12
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- 5:30P (EST)		1	1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 5-530P/11	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:

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12.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P-5:30P (EST)	1		1						1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/12	10/22/12
13.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P-6P (EST)	1		1	1	1	1			1	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 530-6P/13	10/22/12
14.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P-6P (EST)	1		1						1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/14	10/22/12
15.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:58P-Channel 11 News At 6pm M-F	1		1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/15	10/22/12
16.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P-Channel 11 News At 6pm M-F	1		1						1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/16	10/22/12
17.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6A-8A (EST)							1		1	\$350.00	\$350.00	Pittsburgh (WPXI)	NEWS 6-8A/17	10/22/12
18.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A-10:30A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8A-1030A/18	10/22/12
19.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	6:30A-8A (EST)							1		1	\$350.00	\$350.00	Pittsburgh (WPXI)	NEWS 630A-8A/19	10/22/12
20.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A-10A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8A-10A/20	10/22/12
21.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6P-CHANNEL 11 NEWS							1		1	\$625.00	\$625.00	Pittsburgh (WPXI)	NEWS 6-630P/21	10/22/12
22.0	Normal Line / Preempt	10/28/12-10/28/12	4	:30	6:30P-7P (EST)							1		1	\$675.00		Pittsburgh (WPXI)	NA NEWS 630-7P DUE TO RATE/22	10/22/12
22.0.1	Closed Preempt	10/28/12															Pittsburgh (WPXI)	No Avail/Exception -	

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23.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- Judge Judy 4p			1	1	1	1			4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	JUDY 4-430P/23	10/22/12
24.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	4P- Judge Judy 4p		1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	JUDY 4-430P/24	10/22/12
24.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
25.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy			2	X	X	X	X		2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	JEOP 7-730P/25	10/22/12
26.0	M/G For 22.0.1 / Spot	10/28/12-10/28/12	4	:30	6P- CHANNEL 11 NEWS							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-630P/	10/22/12
27.0	Normal Line / Spot	10/26/12-10/26/12	10	:30	9A- Today Show 9a						1			1	\$0.00	\$0.00	Pittsburgh (WPXI)	BONUS FOR RADA DOUBLE AIR	10/24/12
28.0	Normal Line / Prime	10/29/12-10/29/12	4	:30	10P- Revolution 10-11P		1							1	\$3,750.00	\$3,750.00	Pittsburgh (WPXI)	REVOLUTION 10-11P/26	10/25/12
29.0	Revised Line / Spot	10/29/12-10/29/12	5	:30	4P- 4:30P (EST)		1							1	\$400.00	\$400.00	Pittsburgh (WPXI)		10/29/12
29.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4P- 4:30P (EST)		1							1	\$400.00	\$400.00	Pittsburgh (WPXI)		10/30/12

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